

CUSTOMER STORY · HEALTHCARE

U.S. Wellness Practice

15

Workflows Built

A U.S.-based holistic wellness practice needed to send 15 scheduled SMS messages to contacts via OpenPhone, but faced a hard platform limit of 10 messages per minute with no override available. INSIDEA resolved this by building 15 sequential HubSpot workflows with percentage-based branching...

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier



HubSpot Onboarding



Platform Enablement



CRM Data Migration



Custom Integration



CRM Implementation

THE CHALLENGE

The wellness practice needed to send 15 SMS messages to a contact list at a specific, scheduled time. While OpenPhone was already integrated with HubSpot, the platform enforces a hard limit of 10 SMS messages per minute, a restriction confirmed by OpenPhone support with no override available. Standard bulk sending approaches were not viable. The solution required a custom-engineered workflow architecture that could...

WHAT INSIDEA BUILT HubSpot Workflow Automation

✓ SMS Campaign Architecture

Fifteen individual HubSpot workflows were created and chained sequentially. Each workflow corresponds to one SMS message, with contacts automatically moving to the next...

✓ API Trigger and Property Management

A custom numeric property (number of times SMS sent) acts as the campaign controller. Updating this property to 1 triggers the first message; subsequent workflows...

✓ Percentage-Based Rate Limiting

To comply with OpenPhone's 10-message-per-minute cap, enrolled contacts are split across 20 branches using HubSpot's percentage-based split action. This ensures the...

✓ Reply-Based Exit Logic

If a contact replies to any message in the sequence, they are automatically unenrolled from all remaining workflows. This prevents unwanted follow-up sends, improves the...

MEASURABLE RESULTS

15

Workflows Built

20

Branching Paths Per Workflow

10/min

Rate Limit Bypassed

100%

Automated Delivery

Want results like these in your business?

A 30-minute strategy call to map your systems and goals. Fixed-fee proposal if we are a fit.

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